

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
DECEMBER 2008 POLITICAL & ECONOMIC SURVEY
FINAL TOPLINE
 December 3-7, 2008
 N=1,489

QUESTION 1 THROUGH 12 PREVIOUSLY RELEASED

ASK ALL:

On a different subject...

Q.13 How do you get most of your news about national and international issues? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSE]**

	Tele- <u>vision</u>	News- <u>papers</u>	<u>Radio</u>	Maga- <u>zines</u>	<u>Internet</u>	(VOL.) <u>Other</u>	(VOL.) Don't Know/ <u>Refused</u>
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
July, 2007	65	27	15	2	26	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
Early Sept, 2005¹ (Hurricane Katrina)	89	35	17	*	21	3	*
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
March, 2003 (War in Iraq)	89	24	19	*	11	2	*
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
Mid-September, 2001 (Terror Attacks)	90	11	14	*	5	1	1
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
Early January, 1991 (Persian Gulf)	82	40	15	4	--	1	*

¹

In Early September 2005, the question was worded "news about the impact of Hurricane Katrina." In March 2003, the question was worded "news about the war in Iraq," and in Mid-September 2001, the question was worded "news about the terrorist attacks." In September 1995, question wording did not include "international." In Early January 1991 the question asked about "the latest developments in the Persian Gulf."

IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.13 ASK:

Q.14 On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

		<i>Hurricane Katrina</i>										
		Early										
BASED ON TOTAL [N=1,489]:		Sept	July	Aug	Nov	Sept	June	Dec	Oct	Aug	July	Jan
		<u>2007</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2005²</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>2002</u>
15	Local news programming	18	12	13	16	19	13	15	17	17	17	16
12	ABC Network news	11	10	10	14	14	12	11	12	12	12	11
9	CBS Network news	8	7	9	12	8	9	9	8	10	11	11
10	NBC Network news	13	11	12	15	12	12	14	13	15	14	15
23	CNN Cable news	22	16	24	24	31	18	20	20	26	27	28
8	MSNBC Cable news	7	5	6	8	9	5	6	6	7	9	8
17	The Fox News Cable Channel	16	17	20	22	22	16	19	17	18	22	16
4	Other (VOL.)	3	2	6	5	3	2	3	--	3	3	4
2	Don't know/Refused (VOL.)	2	1	1	3	3	4	3	4	4	3	2

QUESTION 15 PREVIOUSLY RELEASED

QUESTIONS 16 AND 17 HELD FOR FUTURE RELEASE

NO QUESTION 18

QUESTIONS 19 THROUGH END PREVIOUSLY RELEASED

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
DECEMBER 19-22, 2008 NEWS INTEREST INDEX OMNIBUS SURVEY
TOPLINE
N=1,013

Q.1 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE ITEMS] [IF NECESSARY “Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?”]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/ Refused</u>
a. The Bush administration’s plan to provide billions in emergency loans to U.S. automakers	37	33	16	13	1=100
December 12-15, 2008³	40	33	18	9	*=100
December 5-8, 2008	34	38	17	11	*=100
November 21-24, 2008	41	26	17	15	1=100
TRENDS FOR COMPARISON: ⁴					
November 14-17, 2008: Problems facing automakers	30	35	20	15	*=100
October 31-November 3: Possible merger of GM and Chrysler	16	28	24	31	1=100
May 18-21, 2007: DaimlerChrysler sells Chrysler	8	20	25	46	1=100
September 28-October 1, 2007: Agreement between GM and UAW ending strike	14	28	28	30	*=100
December, 2005: <i>General Motors job cuts</i>	22	30	26	21	1=100
June, 1998: <i>Chrysler/Daimler Benz merger</i>	12	22	27	38	1=100
January, 1992: <i>General Motors job cuts</i>	35	38	18	9	*=100
b. Reports about an Iraqi journalist throwing his shoes at President Bush	28	33	17	21	1=100
c. News about a Wall Street investor who allegedly cheated people out of billions of dollars	30	26	18	25	1=100
d. Declining retail sales this holiday season	25	30	24	20	1=100

³ For December 12-15, 2008 the item was listed as: “The debate over a government bailout for the U.S. auto industry.” For November 21-24, 2008 and December 5-8, 2008 the item was listed as: “The debate in Congress over a government bailout for the U.S. auto industry.”

⁴ November 14-17, 2008 asked about: “News about problems facing U.S. automakers.” October 31-November 3, 2008 asked about: “The possible merger of automakers General Motors and Chrysler.” May 18-21, 2007 asked about: “DaimlerChrysler’s decision to sell Chrysler to a private equity firm.” January, 1992 and December, 2005 asked about: “The major job cuts announced by General Motors.” June, 1998 asked about: “The merger of the Chrysler Corporation and Daimler Benz.” September 28-October 1, 2007 asked about “An agreement between General Motors and the United Auto Workers union that ended a two-day strike over wages and job security.”